

SERFF Tracking Number:	AEGJ-125804457	State:	Arkansas
Filing Company:	Transamerica Life Insurance Company	State Tracking Number:	40177
Company Tracking Number:	TLC OS 1008		
TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.001 Qualified
Product Name:	TransCare		
Project Name/Number:	Our Strength/TLC OS 1008		

Filing at a Glance

Company: Transamerica Life Insurance Company

Product Name: TransCare	SERFF Tr Num: AEGJ-125804457	State: ArkansasLH
TOI: LTC03I Individual Long Term Care	SERFF Status: Closed	State Tr Num: 40177
Sub-TOI: LTC03I.001 Qualified	Co Tr Num: TLC OS 1008	State Status: Filed-Closed
Filing Type: Advertisement	Co Status:	Reviewer(s): Stephanie Fowler
	Authors: Joan Shumaker, Pamm Davis	Disposition Date: 10/02/2008
	Date Submitted: 09/05/2008	Disposition Status: Filed
Implementation Date Requested: On Approval		Implementation Date:
State Filing Description:		

General Information

Project Name: Our Strength	Status of Filing in Domicile: Not Filed
Project Number: TLC OS 1008	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments: Advertising filing not required in domicile state (Iowa).
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 10/02/2008	
State Status Changed: 10/02/2008	Deemer Date:
Corresponding Filing Tracking Number: TLC OS 1008	
Filing Description:	
Please see cover letter in Supporting Documentation tab.	

Company and Contact

Filing Contact Information

Pamm Davis, Advertising Analyst Trainee pamdavis@aegonusa.com

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P.O. Box 93007	(800) 553-7600 [Phone]
Bedford, TX 76053-3007	(817) 285-3394[FAX]

Filing Company Information

Transamerica Life Insurance Company	CoCode: 86231	State of Domicile: Iowa
P O Box 93005	Group Code: 468	Company Type:
Hurst, TX 76053-3005	Group Name:	State ID Number:
(800) 553-7600 ext. [Phone]	FEIN Number: 39-0989781	

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Filing Fees

Fee Required?	Yes
Fee Amount:	\$25.00
Retaliatory?	No
Fee Explanation:	\$25.00 per advertisement = 1
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Transamerica Life Insurance Company	\$25.00	09/05/2008	22308440

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	10/02/2008	10/02/2008

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Disposition

Disposition Date: 10/02/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Supporting Document	Cover Letter	Accepted for Informational Purposes	Yes
Form	Institutional Ad	Filed	Yes

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Form Schedule

Lead Form Number: TLC OS 1008

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	TLC OS 1008	Advertising	Institutional Ad	Initial			TLC OS 1008 generic filing 9-3-08.pdf



OUR COMPANY'S STRENGTH

Long Term Care insurance is only as good as the company behind it. Transamerica Life Insurance Company has been a member of the financial services industry for many years. We offer Long Term Care insurance policies that give flexibility by providing benefits from a wide range of options. We design long term care insurance plans to meet lifestyle needs.

AGENT NAME:

CONTACT INFO.

LIC. #

Ratings shown represent current and independent opinions from the leading providers of ratings of insurance companies. After evaluating a company's financial condition and operating performance, these agencies assign ratings of a company's financial strength and ability to meet obligations to policyholders. These ratings are not a recommendation from the rating providers for any specific product or company. A.M. Best's A+ rating is the second highest of 16 ratings, Standard & Poor's AA rating is the third highest of 21 ratings, Moody's Aa3 rating is the fourth highest of 21 ratings, and Fitch's AA+ rating is the second highest of 24 ratings.

AGENCY	RATING	DESCRIPTION
A.M. Best	A+	Superior
Standard & Poor's	AA	Very Strong
Moody's	Aa3	Excellent
Fitch	AA+	Very Strong

High Industry Ratings

Consistently high ratings are a direct reflection of the care with which we manage our business. Transamerica Life Insurance Company has received high ratings from the industry's most respected independent rating services.

Ratings and Analysis 2008.



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Rate Information

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Supporting Document Schedules

Satisfied -Name: Cover Letter

Review Status:

Accepted for Informational Purposes 10/02/2008

Comments:

Attachment:

AR OS OSI filing ltr 9-4-08.pdf



Home Office: Cedar Rapids, Iowa
Long Term Care Division
P O Box 95302
Hurst, Texas 76053-5302
817-285-3530
pamdavis@aegonusa.com

September 4, 2008

Commissioner Julie Benafield Bowman
1200 West Third Street
Little Rock, AR 72201

RE: **Long Term Care Advertising**
NAIC #: 86231
FEIN #: 39-0989781
Form # / Description: TLC OS 1008 – Institutional Ad

Dear Commissioner Bowman:

Enclosed is the referenced form submitted for your review and approval. This form is intended to replace Forms TLC OS 0608 and TLC OSI 0608 which was approved by your department on July 23, 2008.

This form will be used to solicit policy form TLC 1-FP (AR) 206, et al., which was approved by your department on May 30, 2006.

It is our intention to use this form in both paper and electronic form.

We trust that this form will meet with your approval. If you have any questions, please contact me at 800-553-7600, x3530, or pamdavis@aegonusa.com.

Sincerely,

A handwritten signature in black ink that reads "Pamm Davis". The signature is written in a cursive, flowing style.

Pamm Davis
Advertising Analyst Trainee
Long Term Care Division